

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37640  
**Alt Order #:** 08885943  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2132  
**Flight Dates:** 10/18/12 - 10/24/12  
**Original Date / Rev:** 10/17/12 / 10/17/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Horsford - DCCC  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	18	\$10,525.00	\$8,946.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$10,525.00	\$8,946.25	0.00
<b>Totals</b>	<b>18</b>	<b>\$10,525.00</b>	<b>\$8,946.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$10,525.00
Market	100%	\$35,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$8,770.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,754.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/18/12	10/24/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/18/12	10/24/12	MTWTF--	2		\$225.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/22/12-10/24/12		8 News Now 5a M-F		5-6a	MTW-----	:30		\$225.00		0.00	NM		

Order / Rev: 37640  
 Alt Order #: 08885943  
 Flight Dates: 10/18/12 - 10/24/12

Advertiser: Horsford - DCCC  
 Product Desc: Horsford/DCCC  
 Estimate: 2132  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/18/12	10/24/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$275.00		0.00						
E 3	8	10/18/12	10/24/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	10/22/12-10/24/12		CBS This Morning 7-9a		7-9a	MTW-----	:30		\$200.00		0.00	NM		
E 4	8	10/18/12	10/24/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$300.00		0.00						
E 5	8	10/18/12	10/24/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$325.00		0.00						
E 6	8	10/18/12	10/24/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$1,750.00		0.00						
E 7	8	10/18/12	10/24/12	630-7p Inside Edition Inside Edition	CM	630-7p	MTWTF--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	1		\$1,400.00		0.00						
E 8	8	10/18/12	10/24/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	1		\$1,225.00		0.00						
E 9	8	10/18/12	10/24/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	2	\$600.00	LV2	0.00	NM	2	\$1,200.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$600.00		0.00						
E 10	8	10/18/12	10/24/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)	MTWTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
LATE SHOW w. LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	MTWTF--	2		\$275.00		0.00						
Totals													18	\$10,525.00	